**IST 444**

**ASSIGNMENTS**

**Company Profile** (Group)

Prepare a four to seven page introductory report on your organization. The *main focus* of the paper should be on the following: Describe your company's philosophy, including its major values, as well as the way you wish to present yourself to your customers. Include also a description of your clientele – e.g., age, economic status, level of education, ethnicity, subculture, or any other aspect that may be of importance. This part of the paper should be a *minimum* of three pages.

Briefly include information on company background (and industry), product or service, size and location of the company, major competitors, and any other information you think is important. This part of the paper should be a *maximum* of two pages.

# **Logo Design (**Individual**)**

Create your own design for your company. The logo is to be printed out for display to the class. The logo must be created and manipulated in Photoshop. In addition, a digital copy of the logo in .psd format (showing all layers) is to be submitted via Blackboard. If an existing image is used as a starting point for your logo, you must also submit that image.

In addition, write a 2 page paper that explains your choice of design, color, typeface, and any other aspect of the logo that you wish to include -- in terms of the company philosophy and clientele you wish to attract and keep. After this project is completed, each group may choose one of the logos for the company logo. The paper is to be submitted in print form.

**The Coffee Break (Skybox) Pitch** (Individual)

The scenario is this: You are enjoying a coffee break when you spot Bruce Kingma, the Associate Provost for Entrepreneurship and Innovation. Your assignment is to develop an innovative idea for the University that Associate Provost Kingma might fund, and then pitch it to him or another executive during the one remaining minute of your break. Assume there will be interruptions, so be prepared.

**Executive Summary** (Individual)

Write a one or two page executive summary for one report. The choice of reports will be sent to you via email.

**Advertisement** (Group/Individual)

Create an advertisement as a marketing tool for your company. The advertisement must be at least one 8.5x11 page in size and printed in full color (if used).

In addition, each student will write a 2 page paper discussing design choices: colors, typefaces, choice of information to include, etc. – in terms of the audience and the company’s image, as well as flow, placement of elements, etc. – in terms of graphics principles.

**Letterhead, Envelope, Business Card** (Group/Individual)

Create letterhead, envelope, and business card for your company. Print the designs on the paper, envelope, and card stock you will use for your official stationery. Mount the three objects appropriately for display to the class.

In addition, each student will write a 2 page paper discussing design choices: colors, typefaces, choice of information to include, etc. – in terms of the audience and the company’s image, as well as flow, placement of elements, etc. – in terms of graphics principles.

**Resume** (Individual)

Prepare two professional resumes, which may be identical in content. One resume should be intended for a typical business, and the other for a highly creative company, e.g., a graphic design firm, or one that creatively reflects your interests or chosen career. You will be graded mainly on the quality and differences between the two presentations.

**Information Graphic** (Individual)

Present comparative information in an easily interpretable format. The information must include at least 5 entities that are compared across at least 5 variables, with 3 to 5 categories for each variable. Presentation and interpretability will receive approximately equal weight.

**Concept Map** (Individual)

Create a concept map of something about which you are very knowledgeable, e.g., a sport, a field of endeavor, a hobby. The map must have some degree of complexity, that is, not lend itself easily to a purely hierarchical map, nor have the same relationships between many concepts.

You will be graded on the degree of complexity, the degree of detail, the ease of comprehension, and the presentation of the map.

**Annual Report** (Group)

Using your own design, create an annual report or newsletter for your company. The report or newsletter must be created, designed, manipulated and submitted in InDesign to Blackboard. To receive full credit, the efficient use of master pages and paragraph styles must be used. In addition, it must be at least eight 8.5x11 pages in length (including front and back covers) and printed in full color (if used). Content may overlap significantly with the Company Profile. Work that uses a predesigned template will receive zero credit.

**Oral Presentations** (Group and Individual)

There are four oral presentation assignments. Three of the presentations are individual presentations, and the fourth is a group presentation in which each member will participate. Along with each of the first three presentations, *a printed outline must be submitted to the professor at the time that the presentation is given*. There is no dress code for the first presentation. Proper attire is required for the remaining presentations. The four presentations are briefly described below.

*Presentation One* -- General (1 Minute)

This presentation may be on any topic. It must include an introduction, a body in which information is presented, and a conclusion.

Suggested topics:

What I want to be when I grow up

My imaginary friend

Introduction of a classmate

What I did over Summer Vacation

*Presentation Two* -- Informational (3-5 Minutes)

This will be an informative presentation on a specific information technology (hardware or software). The technology is to be thoroughly researched, and the presentation is to include both a description and an evaluation of the technology. A reference list of at least 3 sources is to be handed in with the presentation, along with notes for the presentation.

*Presentation Three* -- Persuasive (3-5 Minutes)

This will be a persuasive presentation on a socially acceptable topic of your choosing. It may be adopting a new technology, voting for the political candidate of your choice, buying a product, choosing a college or major, etc. The presentation is to be prefaced by a very brief description of the audience and the situation. Part of the grade will be based on the audience you choose to address.

*Final Presentation*

Large corporations are so geographically dispersed that interactive communication can be a serious problem. While face to face meetings are common (and preferable), many meetings take place via conference telephone. There are several problems with this form of communication, including lack of visual clues in facial expressions and body language, the ability to tune out and do other work, etc.

You are to investigate alternatives to telephone conferencing, find an option that you feel best solves the problem, and present your findings to management in an oral presentation. The presentation is to be a maximum of 20 minutes in length and should include the following:

1. Problem
2. Review of Existing Technologies
3. Your Choice of Technology
4. Cost and Benefit Analysis
5. Recommendation